

Rep Order# 8880267 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37580

Printed: 10/19/2012 8:43 AM
Last Received: 10/19/2012 8:08 AM
Showing Buylines: All Lines

1 of 7

Station KLAS-TV LAS VEGAS
Advertiser () CROSSROADS GPS
Product ISSUE
Estimate# 1206
Buyer EMILY MILHOAN
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //1206
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK
TOTAL - \$269,900
PLEASE CONFIRM

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	TU-F	500A-600A	NEWS NOW AT 5	:30	\$3,000.00	10/23-10/26	1	1	1	\$3,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*2	M	500A-600A	NEWS NOW AT 5	:30	\$3,000.00	10/29-10/29	1	1	1	\$3,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*3	TU-F	600A-700A	MORN NEWS ROT	:30	\$3,000.00	10/23-10/26	1	1	1	\$3,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*4	M	600A-700A	MORN NEWS ROT	:30	\$3,000.00	10/29-10/29	1	1	1	\$3,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*5	TU-F	700A-900A	CBS THIS MORN	:30	\$3,000.00	10/23-10/26	1	1	1	\$3,000.00	
				Sales Remark: V3 .								
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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	M	700A-900A	CBS THIS MORN	:30	\$3,000.00	10/29-10/29	1	1	1	\$3,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*7	TU-F	900A-1000A	LIVE WITH KELLY	:30	\$2,000.00	10/23-10/26	3	1	3	\$6,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*8	M	900A-1000A	LIVE WITH KELLY	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*9	TU-F	1200P-1230P	NEWS NOW AT NOON	:30	\$2,000.00	10/23-10/26	3	1	3	\$6,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*10	M	1200P-1230P	NEWS NOW AT NOON	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*11	TU-F	1230P-100P	BOLD AND BEAUTIFUL	:30	\$5,000.00	10/23-10/26	1	1	1	\$5,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*12	M	1230P-100P	BOLD AND BEAUTIFUL	:30	\$5,000.00	10/29-10/29	1	1	1	\$5,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*13	TU-F	300P-400P	ELLEN	:30	\$2,500.00	10/23-10/26	3	1	3	\$7,500.00	
				Sales Remark: V3 .								
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	*14	M	300P-400P	ELLEN	:30	\$2,500.00	10/29-10/29	1	1	1	\$2,500.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*15	TU-F	400P-500P	NEWS NOW AT 4	:30	\$2,500.00	10/23-10/26	3	1	3	\$7,500.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*16	M	400P-500P	NEWS NOW AT 4	:30	\$2,500.00	10/29-10/29	1	1	1	\$2,500.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*17	TU-F	500P-630P	NEWS NOW ROT	:30	\$3,000.00	10/23-10/26	3	1	3	\$9,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*18	M	500P-630P	NEWS NOW ROT	:30	\$3,000.00	10/29-10/29	1	1	1	\$3,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*19	TU-F	630P-700P	INSIDE EDITION	:30	\$3,500.00	10/23-10/26	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*20	M	630P-700P	INSIDE EDITION	:30	\$3,500.00	10/29-10/29	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*21	TU-F	700P-800P	ET/INSIDER	:30	\$3,500.00	10/23-10/26	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								

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	*22	M	700P-800P	ET/INSIDER	:30	\$3,500.00	10/29-10/29	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*23	M	800P-900P	HOW I MET YOUR MOTHER/PARTNERS	:30	\$30,000.00	10/29-10/29	1	1	1	\$30,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*24	TU-F	1100P-1135P	NEWS NOW AT 11	:30	\$5,000.00	10/23-10/26	1	1	1	\$5,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*25	M	1100P-1135P	NEWS NOW AT 11	:30	\$5,000.00	10/29-10/29	1	1	1	\$5,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*26	TU-F	1135P-1237A	LETTERMAN	:30	\$1,200.00	10/23-10/26	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*27	M	1135P-1237A	LETTERMAN	:30	\$1,200.00	10/29-10/29	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*28	TU-F	1237A-137A	LATE LATE SHOW	:30	\$600.00	10/23-10/26	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*29	M	1237A-137A	LATE LATE SHOW	:30	\$600.00	10/29-10/29	0	0	0	\$0.00	
				Sales Remark: V3 .								
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	*30	F	800P-900P	NCIS	:30	\$25,000.00	10/26-10/26	1	1	1	\$25,000.00	
			Sales Remark:	V3 .								
				V3 More than 2 codes changed								
	*31	W	1000P-1100P	CSI	:30	\$20,000.00	10/24-10/24	0	0	0	\$0.00	
			Sales Remark:	V3 .								
				V3 Comment Changed, Spots/week Changed								
	*32	TH	900P-1000P	PERSON OF INTEREST	:30	\$25,000.00	10/25-10/25	0	0	0	\$0.00	
			Sales Remark:	V3 .								
				V3 Comment Changed, Spots/week Changed								
	*33	F	900P-1000P	CSI NY	:30	\$40,000.00	10/26-10/26	1	1	1	\$40,000.00	
			Sales Remark:	V3 .								
				V3 More than 2 codes changed								
	*34	SA	500A-700A	CBS THIS MORN SAT	:30	\$1,200.00	10/27-10/27	1	1	1	\$1,200.00	
			Sales Remark:	V3 .								
				V3 Comment Changed, Rate Changed								
	*35	SA	1000A-1230P	ACC FTBALL	:30	\$4,100.00	10/27-10/27	2	1	2	\$8,200.00	
			Sales Remark:	V3 .								
				V3 More than 2 codes changed								
	*36	SA	530P-600P	POLITICS NOW	:30	\$3,000.00	10/27-10/27	1	1	1	\$3,000.00	
			Sales Remark:	V3 .								
				V3 Comment Changed, Rate Changed								
	*37	SA	700P-800P	ET WEEKEND	:30	\$600.00	10/27-10/27	0	0	0	\$0.00	
			Sales Remark:	V3 .								
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	*38	SA-SU	1100P-1135P	NEWS NOW AT 11	:30	\$2,500.00	10/27-10/28	1	1	1	\$2,500.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*39	SU	1100P-1135P	NEWS NOW AT 11	:30	\$1,500.00	10/28-10/28	0	0	0	\$0.00	
		Sales Remark: V3 .										
		V3 Comment Changed, Spots/week Changed										
	*40	SU	630A-800A	CBS NEWS SUN MORN	:30	\$4,000.00	10/28-10/28	1	1	1	\$4,000.00	
		Sales Remark: V3 .										
		V3 Comment Changed, Rate Changed										
	*41	SU	800A-830A	NEWS NOW SUN MORN	:30	\$2,500.00	10/28-10/28	2	1	2	\$5,000.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*42	SA	500P-700P	NEWS NOW AT 5	:30	\$2,500.00	10/27-10/27	2	1	2	\$5,000.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*43	SU	530P-600P	INSIDE EDITION	:30	\$900.00	10/28-10/28	0	0	0	\$0.00	
		Sales Remark: V3 .										
		V3 Comment Changed, Spots/week Changed										
	*44	SU	630P-700P	NEWS NOW AT 630	:30	\$3,000.00	10/28-10/28	0	0	0	\$0.00	
		Sales Remark: V3 .										
		V3 Comment Changed, Spots/week Changed										
	*45	SU	1000P-1100P	THE MENTALIST	:30	\$20,000.00	10/28-10/28	0	0	0	\$0.00	
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	*46	SU	1000A-400P		:30	\$50,000.00	10/28-10/28	1	1	1	\$50,000.00	
				Buyline Comment: NFL FOOTBALL								
				V3 Added								
	*47	SA	930A-1200P		:30	\$5,000.00	10/27-10/27	2	1	2	\$10,000.00	
				Buyline Comment: ACC FOOTBALL								
				V3 Added								

—REPORT TOTALS—

Report Totals: 46 / \$269,900.00

—SALES MONTHLY TOTALS—

Oct 12: 35 / \$208,900.00 Nov 12: 11 / \$61,000.00
Sales Totals: 46 / \$269,900.00
Station Totals: 46 / \$269,900.00
Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$899,667	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+